

KEY FINDINGS

The primary objective of this quantitative research was to determine preferences between two specific options for future area code additions in 708--an Overlay Plan and a Wireless Plan. Furthermore, information regarding customers' experiences and attitudes regarding the 708 area code introduction were gathered to guide Ameritech in implementing future area code additions.

The majority of Consumers, Cellular Users and Business Customers interviewed chose the Wireless Plan, and there was no significant difference among the three groups in terms of preference. For the most part, customers see this plan as *less complicated*, and *easier* to know who has the new area code. In addition, customers feel this plan *inconveniences the least number of people*. Even the reminder that all metropolitan area customers will most likely have to dial ten digits in the future, regardless of where they are calling, did not change the majority of customers' preference for the Wireless Plan.

The cost of reprogramming a cellular phone did not appear to be a critical issue among the customers surveyed. Only one of ten customers (and one of ten Cellular Users) choosing the Overlay Plan expressed concern about having to reprogram their cellular phone.

Overall, customers expressed very favorable reactions to Ameritech's past implementation of the 708 area code. The great majority of Consumers, Cellular Users and Business Customers felt the transition was *very or somewhat easy*. The essential ingredients contributing to this satisfaction were adequate lead time and being informed through the various public information activities.

In the face of eventual 10 digit dialing and the need for future area code overlays, this research draws attention to several issues. Although it was favored by approximately one-fourth of customers, a sizeable proportion view the Overlay Plan as *too complicated* and *potentially confusing*. In addition, there is some antipathy toward ten digit dialing.

While it is clear that customers can be educated and will accept the benefits of an overlay approach, including the inevitability of 10-digit dialing, it is important to recognize that the underlying customer needs as expressed by customers both implicitly and explicitly demand that they be given sufficient lead time (6-12 months) and more than enough education and public information. Basically, customers expect Ameritech to act in their behalf and choose the least disruptive route.

DETAILED RESEARCH FINDINGS - CONSUMERS

Preferred Plan for Future Area Code Addition

- When Consumers were asked to indicate their preference for the Overlay versus the Wireless Plan, research findings indicate that:

Two-thirds of Consumers surveyed (67%) preferred the Wireless Plan and one-fourth (25%) favored the Overlay Plan.

- Additionally, 4% indicated "it makes no difference", and a similar proportion (3%) mentioned they do not like either option. Another 2% of Consumers surveyed were unable to indicate their preference for the two options. [Table 11]
- There were no significant differences when comparing findings among the random sample of Consumers with results among Cellular Customers in terms of preference for the two plans.
- Only 6% of Consumers who initially favored the Wireless Plan (4% of total) changed their preference to the Overlay Plan after being reminded that within the next several years it will become necessary to dial 10-digits for all calls. [Table 12]

Reasons for Preferring the Wireless Plan

- The primary reasons for favoring the Wireless Plan (67% favorable) are as follows:

▶ <i>"Seems more simple/less complicated"</i>	25%
▶ <i>"It is nice to know where you are calling/If you dial the new area code you know you are dialing a cellular phone/pager"</i>	10%
▶ <i>"Everyone should not have to change; just people with cellular phones/pagers"</i>	8%
▶ <i>"Because you don't have to dial 10 digits all the time"</i>	8%
▶ <i>"It would leave your home number the same"</i>	5%

[Table 14]

Reasons For Preferring the Overlay Plan

- When asked to describe the reasons for their preference, Consumers who favored the Overlay Plan (25%) indicated:
 - ▶ *"It seems more simple/less complicated"* 30%
 - ▶ *"It would be better/Sounds better"* 9%
 - ▶ *"I don't have a cellular phone/pager"* 8%
 - ▶ *"It is pretty much what I am used to"* 6%
 - ▶ *"I wouldn't want to get my cellular phone reprogrammed"* 6%
 - ▶ *"It would be more convenient"* 5%

[Table 13]

Additional Issues Regarding Area Code Additions

- Among Consumers who raised questions or concerns about reprogramming charges and preferred the Overlay Option (11%, or n = 18 of 158), two of ten (22%, or n = 4 of 18) indicated their preference would change to the Wireless Plan if there was no charge for reprogramming cellular phones or pagers with the Wireless Plan. [Table 15 & 16]
- Only two of ten (22%) Consumers had further comments or suggestions to provide regarding future area code additions. The most frequently mentioned comments included:
 - ▶ *"Keep the present system/Leave all area codes as is"*
 - ▶ *"Geographic boundaries would be better/It should be done geographically"*
 - ▶ *"Dialing 10-digits will be a hassle"*
 - ▶ *"I don't think that rates will stay the same/What will it cost?"*
 - ▶ *"Keep the plan as simple as possible"*

[Table 17 & 18]

Reactions to 708 Area Code Addition

- *"Television" and "newspaper" were the most common sources of awareness mentioned by Consumers for the 708 area code addition (30% and 25% mention, respectively). Other frequently mentioned sources included "information included with telephone bill" (19%), "word-of-mouth/friends/relatives" (17%) and "radio" (8%). [Table 2]*
- *Consumers generally understood the reasons for adding the 708 area code. Most Consumers believed the new area code was necessary due to "running out of numbers" (35%), "to free up numbers in the 312 area code" (18%) and because of "population growth" (9%). [Table 3]*
- *The great majority of Consumers (89%) felt the transition from 312 to the 708 area code was easy (57% "very easy"; 31% "somewhat easy"), while only 10% felt it was difficult (8% "somewhat difficult"; 2% "very difficult."). [Table 4]*
- *The main reasons given for feeling the transition was easy were: "it was not complicated" (32%); "everyone was informed/given plenty of notice" (11%); "I know that 312 is the Chicago area and 708 is the suburban areas" (8%); and "there is a recording to make you aware of the new area code" (10%). [Table 5]*
- *The primary factors which Consumers felt made the transition difficult related to "dialing extra numbers" (43%), "remembering which area code to dial" (23%) and "getting used to the change" (8%). Interestingly, a small proportion of Consumers in the 312 area code (7%) believe they are charged extra when calling a number in the 708 area code. [Table 6]*
- *Only 14% of the Consumers surveyed indicated they had concerns about the 708 area code addition. The majority of Consumers' concerns related to rates and perceptions that "calls to the new area code are long distance" (48%). Other Consumers felt "it is hard to remember to use the new area code" (12%), and another 6% expressed concerns about "out of state relatives being aware of the new area code." A similar proportion (8%) felt the new area code "caused confusion." [Table 7 & 8]*

Demographic Information on Consumers Surveyed

- *A demographic profile of the 803 Consumers randomly surveyed for this study is included in Tables 19 through 31 of the "Summary Tables."*

KEY RESEARCH FINDINGS - CELLULAR CUSTOMERS

Preferred Plan for Future Area Code Addition

- There were no significant differences in terms of preference for the two plans between Cellular Customers and Consumers. Research findings indicate that:

Approximately seven of ten Cellular Customers surveyed (69%) preferred the Wireless Plan, and two of ten (23%) favored the Overlay Plan.

- Additionally, 4% indicated they do not like either option, and 2% said "it makes no difference." The remaining 2% were unable to indicate their preference for the two options.
- When asked to give a reaction to the Wireless Plan, Cellular Customers stated, *"It sounds good/Makes more sense"* (45%), *"I would have to take my cellular phone in to get it reprogrammed"* (11%), *"I don't like the idea"* (10%), *"It sounds more complicated than the Overlay Plan"* (8%) [Table 10]
- One of ten Cellular Customers (10%) who initially favored the Wireless Plan (69%) changed their preference to the Overlay Plan after being reminded that within the next several years it will become necessary to dial 10-digits for all calls. [Table 12]

Reasons for Preferring the Wireless Plan

- The primary reasons among the 69% of Cellular Customers who preferred the Wireless Plan are as follows:
 - ▶ *"It seems more simple/can understand it better"* 31%
 - ▶ *"If you dial the new area code, you know you are dialing a cellular phone/pager"* 12%
 - ▶ *"Everyone would not have to change, just people with cellular phones and pagers"* 11%
 - ▶ *"Because you don't have to dial 10 digits all the time"* 10%

[Table 14]

Reasons For Preferring the Overlay Plan

- When asked to describe the reasons for their preference, most Cellular Customers who favored the Overlay Plan (23%) indicated:
 - ▶ *"It seems more simple/can understand it better"* 33%
 - ▶ *"It would be better/I just like it"* 8%
 - ▶ *"I wouldn't want to get my cellular phone reprogrammed"* 8%
 - ▶ *"It would be more convenient"* 6%

[Table 13]

Additional Issues Regarding Area Code Additions

- Among Cellular Customers who raised questions or concerns about reprogramming charges and preferred the Overlay Option (10%, or n = 10 of 102), none of these customers changed their preference to the Wireless Plan given that there was no charge for reprogramming cellular phones or pagers with the Wireless Plan. [Table 15]
- One fourth of Cellular Customers surveyed (25%) had further comments or suggestions regarding future area code additions. The most frequently made comments included:
 - ▶ *"Geographic boundaries would be better"*
 - ▶ *"Keep the present system/Leave all area codes as is"*
 - ▶ *"Keep the plan as simple as possible"*
 - ▶ *"Dialing 10 digits will be a hassle/too many numbers"*

[Table 18]

Reactions to 708 Area Code Addition

- Similar to findings among Consumers, *"television, newspaper"* and *"information included with telephone bill"* remain the most common sources of awareness (29%; 26% and 17% mention, respectively). Again, other common methods of becoming aware of the new area code included *"Word-of-mouth/Friends/Relatives"* (12%), *"radio"* (12%), and *"flyer/newsletter"* (6%). [Table 2]
- Again, as with Consumers, Cellular Customers generally understood the reasons for adding the 708 area code. The main reason Cellular Customers believed the area code was necessary included *"Running out of numbers due to technologies"* (39%), *"To free up numbers in the 312 area code"* (21%), *"Population growth"* (11%), *"To break up Chicago/To distinguish suburbs from cities"* (7%). [Table 3]
- Nearly nine of ten Cellular Customers surveyed (89%) felt the transition from the 312 to the 708 area code was easy (55% *"very easy"*; 34% *"somewhat easy"*). Less than one of ten Cellular Customers (9%) perceived the transition to be difficult (8% *"somewhat difficult"*; 1% *"very difficult"*). [Table 4]
- The 89% of the Cellular Customers who felt the transition was easy stated the following reasons:

▶ <i>"It was not complicated"</i>	30%
▶ <i>"Everyone was informed/we were given plenty of notice ahead of time"</i>	31%
▶ <i>"There is a recording to make you aware of the new area code/Operator tells you when you are not dialing correctly"</i>	10%

[Table 5]

- Of the 9% of Cellular Customers felt the transition was difficult, the primary reasons included: *"It was difficult because people were not used to dialing the extra numbers,"* *"because I had to remember which area code to dial"*, and *"It was a change, and I had to get used to it"*.

Demographic Information on Cellular Customers Surveyed

- A demographic profile of the 440 Cellular Customers surveyed for this study is included in Tables 19 through 31 of the "Summary Tables."

KEY RESEARCH FINDINGS - BUSINESS CUSTOMERS

Preferred Plan for Future Area Code Addition

- When Business Customers were asked to indicate their preference for the Overlay versus the Wireless Plan, research findings indicate that:

Approximately three-fourths of Business Customers surveyed (73%) preferred the Wireless Plan, and two of ten (22%) favored the Overlay Plan.

- Additionally, 2% indicated they do not like either option, and 1% said "it makes no difference." Another 4% were unable to indicate their preference for the two options. [Table 11]
- A small proportion of Business Customers who initially favored the Wireless Plan changed their preference to the Overlay Plan (16%) after being reminded that within the next several years it will become necessary to dial 10-digits for all calls. [Table 12]

Reasons for Preferring the Wireless Plan

- The primary reasons given among the 73% of Business Customers who preferred the Wireless Plan are as follows:
 - ▶ *"It seems more simple/can understand it better"* 24%
 - ▶ *"If you dial the new area code, you know you are dialing a cellular phone/pager"* 23%
 - ▶ *"Because you don't have to dial 10 digits all the time"* 10%
 - ▶ *"It makes more sense"* 4%

[Table 14]

Reasons for Preferring the Overlay Plan

- When asked to describe the reasons for their preference, most Business Customers who favored the Overlay Plan (22%) indicated:
 - ▶ *"It seems more simple/can understand it better"* 16%
 - ▶ *"It would be more convenient"* 14%
 - ▶ *"Only new customers would have new area codes"* 12%
 - ▶ *"I wouldn't want to get my cellular phone reprogrammed"* 5%

[Table 13]

Additional Issues Regarding Area Code Additions

- Among Business Customers who raised questions or concerns about reprogramming charges and preferred the Overlay Option (16%, or n = 7 of 43), none of these customers changed their preference to the Wireless Plan given that there was no charge for reprogramming cellular phones or pagers with the Wireless Plan. [Table 15 & 16]
- One fourth of Business Customers (27%) had further comments or suggestions regarding future area code additions. The most frequently made comments included:
 - ▶ *"Geographic boundaries would be better"*
 - ▶ *"Keep the plan as simple as possible"*
 - ▶ *"Dialing 10 digits will be a hassle/too many numbers"*
 - ▶ *"Keep the present system/Leave all area codes as is"*

[Table 17 & 18]

Reactions to 708 Area Code Addition

- Similar to findings among Consumers, *"newspaper, television"* and *"information included with telephone bill"* were the most common sources of awareness among Business Customers for the 708 area code addition (38%; 31% and 31% mention, respectively). Other common methods of becoming aware of the new area code included *"radio"* (14%), *"Flyer/Newsletter"* (10%), and *"Word-of-mouth/Friends/Relatives"* (6%).
- As was true for Consumers, Business Customers generally understood the reasons for adding the 708 area code. The most common reasons stated included:
 - ▶ *"Running out of numbers due to technology"* 35%
 - ▶ *"To free up numbers in the 312 area code"* 26%
 - ▶ *"Population growth"* 10%
 - ▶ *"To break up Chicago/To distinguish suburbs from cities"* 5%

[Table 3]

- The great majority of Business Customers surveyed (88%) also felt the transition from the 312 to the 708 area code was **easy** (53% *"very easy"*; 35% *"somewhat easy"*). Only one of ten Business Customers (11%) perceived the transition to be difficult (10% *"somewhat difficult"*; 2% *"very difficult"*). [Table 4]
- Business Customers felt the transition was easy because *"everyone was informed/we were given plenty of notice ahead of time"* (31%), *"there is a recording to make you aware of the new area code/Operator tells you when you are not dialing correctly"* (21%), *"there is nothing hard about it"* (19%) and *"there was a lot of publicity"* (22%). [Table 5]
- The primary reasons that made the transition difficult related to: *"It was difficult because people were not used to dialing the extra numbers"*, *"It was a change and I had to get used to it"*, *"More notice was need of the area code change"*, and *"It would have been easier to leave it alone"*. [Table 6]

Reactions to 708 Area Code Addition - Continued

- Some Business Customers surveyed (18%) indicated they had concerns about the new area code addition, such as:
 - ▶ *"Printing/Stationery changes"*
 - ▶ *"Reaching customer/clients to inform them of the change"*
 - ▶ *"That calls to the new area code would be a long distance call"*

[Table 7 & 8]

Demographic Information on Business Customers Surveyed

- A demographic profile of the 200 Business Customers surveyed is included in Tables 32 through 36 of the "Summary Tables."

SUMMARY TABLES

AWARENESS OF 708 AREA CODE ADDITION

Q1. Let's begin with some questions regarding the 708 area code which was added in Illinois a few years ago... Were you aware of this area code addition?

	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	100%	100%	100%	100%	100%
No	---	---	---	---	---
(Sample Size)	(803)	(401)	(402)	(440)	(200)

Note: This is a screener question. The interview was continued only with respondents who said "yes".

METHOD OF LEARNING ABOUT 708 AREA CODE ADDITION

Q2. How did you find out about the 708 area code addition?

	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Television	30%	24%	35%	29%	31%
Newspaper	25	29	21	26	38
Information included with telephone bill	19	25	12	17	31
Word-of-mouth/Friends/Relatives	17	12	22	12	6
Radio	8	7	9	7	14
Flyer/Newsletter	4	5	4	6	10
Advertisement (unspecified)	3	3	3	5	1
When my area code changed from 312 to 708/708/ to 312/They changed our number	2	4	*	4	---
We lived in the area/Work in the area/ Workplace	2	1	3	3	---
I made a call and got a recording to change/They called	2	1	3	2	---
Magazine	1	2	1	1	1
Other	2	2	2	2	2
Don't know/Refused/NA	9	10	8	11	16
(Sample Size)	(803)	(401)	(402)	(440)	(200)

* Less than .5% response.

PERCEIVED REASONS FOR ADDING 708 AREA CODE

Q3. ...and what is your understanding of the reasons for adding the 708 area code?

	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Running out of numbers due to technologies/ Not enough numbers/Need more phone numbers	35%	37%	33%	39%	35%
The volume of numbers in the 312 area code was too high/The 312 area code was getting too full/To free up numbers in the 312 area code	18	23	14	21	26
Population/Population getting too large	9	13	5	11	10
To break into different areas/To distinguish suburbs from cities/To break up Chicago from all the other areas in the city	8	8	7	7	5
Too many numbers/Too many phones	4	5	2	7	12
To increase phone lines	2	2	3	3	3
To make it easier to call the suburbs	2	---	3	1	1
To make more money	1	*	2	1	---
Too many fax machines/Need more phone lines for fax machines	1	2	1	1	3
(Sample Size)	(803)	(401)	(402)	(440)	(200)

*Less than .5% response.

NOTE: For a complete listing of responses see Data Tabulations

EASE OF 312 708 AREA CODE TRANSITION

Q4. Overall, would you say the transition from 312 to the 708 area code was...

	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Very easy	57%	62%	52%	55%	53%
Somewhat easy	31	29	32	34	35
Somewhat difficult	8	6	10	8	10
Very difficult	2	1	3	1	2
Don't know/Refused/NA	3	2	4	1	1
Combined Responses:					
Very/Somewhat easy	88%	91%	84%	89%	88%
Very/Somewhat difficult	10	7	13	9	11
(Sample Size)	(803)	(401)	(402)	(440)	(200)

REASONS FOR EASY 312 708 TRANSITION

Q4A. Why do you feel the transition was easy?

	Customers Rating Transition Very/Somewhat Easy				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
It was not complicated/No problem with it/There is nothing hard about it/It was no big deal	32%	35%	29%	30%	19%
Everyone was informed/We were given plenty of notice ahead of time/People were prepared	11	15	7	15	31
The operator came on the line with the new area code/Operator tells you when you are not dialing correctly/There is a recording to make you aware of the new area code	10	9	10	10	21
I know that 312 is the Chicago area and 708 is suburban areas/312 is Chicago and 708 is everything else	8	7	10	9	7
I became accustomed to it/I got used to it quickly/After a day, it became a habit/Something you had to adjust to	7	6	7	5	1
It was a new thing to remember/I just had to remember the new area code/Would have to learn some new numbers	6	6	6	7	5
(Sample Size)	(703)	(366)	(337)	(393)	(200)

NOTE: A complete listing of all responses can be found in The Data Tabulations.

REASONS FOR DIFFICULT 312 708 AREA CODE TRANSITION

Q4B. Why do you feel the transition was difficult?

	Customers Rating Transition Somewhat/Very Difficult				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
I had to learn the new numbers and I am still having difficulty/It was difficult because people were not used to dialing the extra numbers/ Harder to learn	43%	50%	39%	48%	36%
Confused a lot of people/I keep dialing the wrong number/Too complicated/Only because I had to remember which area code to dial	23	19	26	25	9
It would have been easier to leave it alone	9	4	12	5	14
It was a change and I had to get used to it/ Nobody likes changes	8	8	8	10	32
Because you get charged for it and didn't used to get charged before/Charged an additional rate for 708	7	---	10	10	5
More notice was needed of the area code change/It wasn't explained properly	4	12	---	3	14
Other miscellaneous responses	9	12	8	3	5
Don't know/Refused/NA	1	---	2	---	5
(Sample Size)	(77)	(26)*	(51)	(40)*	(22)*

* Caution: Small Sample Size

June, 1994

WHETHER CUSTOMERS HAD CONCERNS ABOUT THE 708 AREA CODE ADDITION

Q5. Did you have any particular concerns about the new area code addition?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	14%	14%	13%	19%	18%
No	86	85	86	81	81
Don't know/Refused/NA	1	1	•	•	2
(Sample Size)	(803)	(401)	(402)	(440)	(200)

• Less than .5% response

SPECIFIC CONCERNS ABOUT THE 708 AREA CODE ADDITION

Q5A. What specific concerns did you have about the new area code addition?

	Customers Who Had Concerns About The 708 Area Code Addition				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
That calls to the new area code would be a long distance call/Charged long distance rates/ I thought the company was going to raise rates	48%	42%	55%	45%	19%
It's hard to remember to use the new area code/I had to get used to it	12	18	6	9	8
It causes confusion	8	2	15	9	3
Some concern about relatives who were out of state/ wanted to make sure my daughters were under the same area code/People from out of town would not be aware of the new area code	6	11	---	7	---
What area would it affect and why?/I would like to know why it was started	5	---	9	6	---
I thought it would be a nuisance but it wasn't/After I started using it there was no problem	3	5	---	2	---
We had to reprint business cards and stationary	2	4	---	2	---
Political/I felt as though it was a political thing	2	---	4	---	---
(Sample Size)	(110)	(57)	(53)	(85)	(36)*

* Caution: Small Sample Size

NOTE: A complete listing of responses can be found in The Data Tabulations.

REACTIONS TO THE OVERLAY PLAN

Q6. Now, based on this information, what are your reactions to the Overlay Plan?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
It would be confusing/May become confusing to tell which area code to dial/It would be too complicated	22%	26	17%	22%	13%
It doesn't sound good/Not very fond of it/I wouldn't like it/I don't like it/Disadvantage	21	18	24	26	38
Would be OK/Would accept it/Reasonable/It could work and we would adjust/I would use it/Sounds good	16	11	22	17	12
It would be more numbers to dial/I don't want to dial 10 digits/Too many numbers	16	18	15	14	25
It will be more difficult to remember the numbers	7	10	4	6	15
No problem with it/It's not that big of a deal	6	9	3	5	3
I like the Wireless Option better	3	5	2	4	1
It wouldn't matter/I don't care	3	4	2	2	6
I like it the way it is now/Keep it the way it is now	3	3	4	2	1
(Sample Size)	(803)	(401)	(402)	(440)	(200)

NOTE: A complete listing of all responses can be found in The Data Tabulations

June, 1994

REACTIONS TO THE WIRELESS PLAN

Q7. Now, based on this information, what are your reactions to the Wireless Plan?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
It sounds good/Good idea/I like it better/Easier/Makes more sense/More reasonable	45%	44%	45%	45%	42%
I don't have a pager or cellular phone/I don't call pagers or cellular phones/I don't like cellular phones	12	11	12	2	6
It wouldn't affect me/I don't care/It wouldn't bother me either way	11	13	9	5	10
I don't like the idea/I don't agree with it/I am not interested in it	7	4	10	9	9
It would be easier to distinguish cellular phones/pagers compared to home phones	7	8	5	7	9
It would be inconvenient for reprogramming/I would have to take my cellular phone in to get it reprogrammed	5	7	4	11	21
It sounds too complicated/Sounds more complicated than the Overlay Plan/More confusion	5	3	6	8	5
There would be too many numbers to dial/Disadvantages is dialing additional numbers	4	4	4	4	9
It would just affect the cellular phones and pagers	4	1	6	5	4
(Sample Size)	(803)	(401)	(402)	(440)	(200)

NOTE: A complete listing of responses can be found in The Data Tabulations.

PREFERRED PLAN FOR FUTURE AREA CODE ADDITION

Q8. Now, of these two options, which plan would you prefer for a future area code addition?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
The Wireless Plan	67%	69%	64%	69%	73%
The Overlay Plan	25	23	26	23	22
Makes no difference	4	3	4	2	1
Other	*	*	*	*	---
None/Neither option	3	3	4	4	2
Don't know/Refused/NA	2	2	1	2	4
(Sample Size)	(803)	(401)	(402)	(440)	(200)

* Less than .5% response

**WHETHER PREFERENCE FOR WIRELESS PLAN CHANGES
WITH KNOWLEDGE OF HAVING TO DIAL 10 DIGIT PHONE
NUMBER REGARDLESS OF AREA**

Q8A. Now, as I mentioned earlier, it is estimated that within the next several years, it will become necessary in major metropolitan areas to dial 10-digits for all calls you make -- that is, the area code plus the 7-digit number -- whether the calls are within or outside of your area code. Knowing this information, does this change your preference for the Wireless Option?

	Customers Preferring Wireless Option				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	6%	4%	9%	10%	10%
No	91	94	89	90	87
Don't know	2	3	2	1	3
(Sample Size)	(536)	(278)	(258)	(304)	(145)

REASONS FOR PREFERRING THE OVERLAY PLAN

Q8B. Why do you prefer the Overlay Plan?

	Customers Preferring Overlay Option				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Seems more simplified/Can understand it better/Less complicated/Easier	30%	30%	31%	33%	16%
It would be better/Sounds better/I just like it	9	9	10	8	5
I don't have a cellular phone/pager	8	9	8	3	---
I wouldn't want to get my cellular phone reprogrammed	6	7	6	8	5
It is pretty much what I am used to	6	8	4	4	5
It would be more convenient	5	8	3	6	14
I don't use it, so it won't affect me/It wouldn't matter	3	5	1	2	2
It would leave your home number the same	3	4	1	3	---
Only impacts the new customers/Only new customers would have new area codes	2	---	4	2	12
As long as the area code doesn't change/It will not change the 312 area code	2	---	4	4	---
It makes more sense/More reasonable	2	1	2	1	2
(Sample Size)	(198)	(93)	(105)	(102)	(43)*

* Caution: Small Sample Size

NOTE: A complete listing of all responses can be found in The Data Tabulations.

June, 1994